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News Release ~ Communiqué

Appointments of the Executive Director of Telefilm, Chairperson of the National Film Board

OTTAWA, February 23, 1995 - The Hon. Michel Dupuy, Minister of Canadian Heritage, today announced the decision of the Governor in Council to appoint François N. Macerola as Executive Director of Telefilm Canada and Sandra M. Macdonald as Government Film Commissioner and Chairperson of the Board of the National Film Board. Mr. Macerola will become chief of Telefilm on March 13. Ms. Macdonald will become head of the NFB on April 10. Both appointments are for five years.

"Mr. Macerola and Ms. Macdonald are distinguished Canadians with impressive achievements in their fields," said Minister Dupuy. "I am certain that Telefilm Canada and the National Film Board will benefit greatly from their experience, insights and leadership."

Mr. Macerola is Vice president of the Board of Directors of Malofilm Distribution Inc., which markets and produces films in Canadian and foreign theatrical, television and video markets. He has served as consultant to the president of Groupe Lavalin in the fields of cinema, television and communications and as Government Film Commissioner and Chairperson of the National Film Board of Canada.

Mr. Macerola has practiced law with the firm of Malouf, Pateras, Macerola. He is a member of the Canadian Academy of Cinema, the Canadian Conference of the Arts and Association des producteurs de films et de télévision du Québec. He has also been on the Board of Directors of the National Arts Centre, the National Screen Institute, the National Association of Canadian Film and Video Distributors, the Festival des films du monde de Montréal, the Université de Montréal, the Fondation de l'hôpital Jean-Talon, and other institutions. He is a member of the Québec Bar and took his law degree from l'Université de Montréal. He is governor associate of l'Université de Montréal.

Ms. Macdonald has been President of the Canadian Film and Television Production Association since 1992. She has served as Director General Television, Canadian Radio- Television and Telecommunications Commission; Acting Director, Regulatory Policy and Extension of Service, Broadcasting Policy Branch, Communications Canada; and Senior Policy Adviser, Task Force on Broadcasting Policy, Communications Canada.

She is a Board member of ACTRA Fraternal Benefit Society, Vice-chair of the Board of Cable Production Fund, Board member of the Canadian Conference of the Arts, member of the Arts and Cultural Sector Advisory Group on International Trade, Board member of Canadian Women in Communications and member of the Advisory Commitee of Canadian Film Centre. She is also active in other organizations. She took her law degree from the University of Ottawa.

The mandate of Telefilm Canada, a federal Crown corporation which reports to Parliament through the Minister of Canadian Heritage, is to promote the growth of the film and television industry throughout Canada, administer Canada's co-production treaties with foreign countries and assist with foreign marketing and the promotion of Canadian productions.

The National Film Board is an agency of government which produces, distributes and promotes films designed to interpret Canada to Canadians and to other nations, represents the Government of Canada in dealing with persons engaged in commercial motion picture film activity for the government and advises the Government about film activities.

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